ABSTRACT

A method of activating computer-readable data from a central server transmits a request data packet via a global computer network from a local computer to a central server. The request data packet includes information that identifies a user and that identifies a specific unit of data that the user desires to activate. The specific unit of data belongs to a predefined plurality of units of data that are stored local to the local computer. A unit-specific activating data packet is received from the central server at the local computer. A routine is executed at the local computer that uses the unit-specific activating data packet to activate the specific unit of data.